

What is claimed is:

1. A modular weight for a fishing lure, comprising:
a head;
at least one protrusion defining a length and having a first end, a second end and a body portion, the first end being coupled to the head;
wherein the at least one protrusion is sized for lengthwise insertion into a fishing lure body independent of a fishing line, hook and/or connecting hardware;
and
wherein each protrusion is made of a material having a specific gravity greater than that of water.
2. The modular weight for a fishing lure of claim 1, wherein the head is rounded.
3. The modular weight for a fishing lure of claim 2, wherein the head is spherical.
4. The modular weight for a fishing lure of claim 1, wherein the head is decorated to resemble at least one aspect of typical bait.
5. The modular weight for a fishing lure of claim 4, wherein the head includes decorative eyes.
6. The modular weight for a fishing lure of claim 1, wherein the head is shaped like a diving lip.
7. The modular weight for a fishing lure of claim 1, wherein the head is coupled to at least one protrusion such that the protrusion is not intended to be separated from the head during normal use.

8. The modular weight for a fishing lure of claim 7, wherein the head is fabricated from one unit of common material.
9. The modular weight for a fishing lure of claim 7, wherein the head is molded onto at least one protrusion.
10. The modular weight for a fishing lure of claim 1, wherein the second end of at least one protrusion is pointed such that it is operable to selectively pierce through an exterior surface of a fishing lure body.
11. The modular weight for a fishing lure of claim 1, wherein the body portion of at least one protrusion is substantially flat.
12. The modular weight for a fishing lure of claim 1, wherein the body portion of at least one protrusion is substantially round.
13. The modular weight for a fishing lure of claim 1, wherein the body portion of at least one protrusion is substantially smooth.
14. The modular weight for a fishing lure of claim 1, wherein the body portion of at least one protrusion is contoured.
15. The modular weight for a fishing lure of claim 14, wherein the body portion of at least one protrusion includes at least one rib.
16. The modular weight for a fishing lure of claim 14, wherein the body portion of at least one protrusion is at least partially threaded.
17. The modular weight for a fishing lure of claim 1, wherein the body portion of at least one protrusion includes at least one aperture.

18. The modular weight for a fishing lure of claim 1, wherein the head and at least one protrusion are made of different materials.
19. The modular weight for a fishing lure of claim 1, wherein the head and at least one protrusion are made of substantially the same material.
20. A fishing lure, comprising:
 - a fishing lure body having an exterior surface;
 - at least one modular weight having a head, and at least one protrusion having a length, a first end, a second end and a body portion, the first end of each protrusion being coupled to the head;
 - wherein each modular weight has an overall specific gravity greater than that of water; and
 - wherein at least one protrusion is selectively positioned lengthwise in the fishing lure body independent of a fishing line, a hook and/or any connecting hardware such that at least a portion of one protrusion is inserted within the exterior surface of the fishing lure body, and at least a portion of the head extends from the exterior surface of the fishing lure body.
21. The fishing lure of claim 20, wherein the fishing lure body is shaped similar to typical bait.
22. The fishing lure of claim 20, wherein the head is decorated to resemble at least one aspect of typical bait.
23. The fishing lure of claim 20, wherein the head is shaped like a diving lip.
24. The fishing lure of claim 20, wherein the head is coupled to at least one protrusion such that the protrusion is not intended to be separated from the head during normal use.

25. The fishing lure of claim 24, wherein the head is fabricated from one unit of common material.
26. The fishing lure of claim 24, wherein the head is molded onto at least one protrusion.
27. The fishing lure of claim 20, wherein the second end of at least one protrusion is pointed such that it is operable to selectively pierce through the exterior surface of the fishing lure body.
28. The fishing lure of claim 20, wherein the body portion of at least one protrusion is substantially flat.
29. The fishing lure of claim 20, wherein the body portion of at least one protrusion is substantially round.
30. The fishing lure of claim 20, wherein the body portion of at least one protrusion is contoured.
31. The fishing lure of claim 30, wherein the body portion of at least one protrusion includes at least one rib.
32. The fishing lure of claim 30, wherein the body portion of at least one protrusion is at least partially threaded.